



KNXV

## ORDER

Print Date 06/21/12

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# **KNXV-TV**

## **PHOENIX**

Flight Dates 06/22/12-06/25/12

Contract / Revision 302064 / Wil Cardon for Senate 2012

Original Date / Revision Agency Com 15  
06/21/12 06/21/12 Billing Contact

Advertiser Cardon / Republican / Senator  
PO Box 288  
Alexandria, VA 22313

Agency Media Placement Technology

Buying Contact Sales Office EWSDC  
**500 N Washington Street - Suite #310** Sales Region NAT  
**Alexandria, VA 22314** Agency Ref

Order Sep 00:20:00  
Estimate #  
Alt Order #  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A25-54  
Rev Codes POL POL CAND  
Product Codes PL  
Priority P-1  
Advertiser Ref

### Primary Account Executive

**Dave Lombardo**

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20% Market Value 26250

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	5250
KPNX	20%	5250
KPPX	%	0
KSAZ	20%	5250
KTVK	20%	5250
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

### Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
June 2012	5	\$3,230.00	\$3,800.00	0.00	05/28/12	06/24/12	5	\$3,230.00	\$3,800.00
July 2012	2	\$1,232.50	\$1,450.00	0.00	06/25/12	06/25/12	2	\$1,232.50	\$1,450.00
<b>Totals</b>	<b>7</b>	<b>\$4,462.50</b>	<b>\$5,250.00</b>	<b>0.00</b>					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
June 2012	5	\$3,230.00	\$3,800.00	0.00	05/28/12	06/24/12	5	\$3,230.00	\$3,800.00
July 2012	2	\$1,232.50	\$1,450.00	0.00	06/25/12	06/25/12	2	\$1,232.50	\$1,450.00
<b>Totals</b>	<b>7</b>	<b>\$4,462.50</b>	<b>\$5,250.00</b>	<b>0.00</b>					



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**KNXV-TV**  
**PHOENIX**
Contract / Revision 302064 Flight Dates 06/22/12-06/25/12Hiatus DatesOriginal Date / Revision 06/21/12/ 06/21/12Order Sep 00:20:00Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 3	KNXV	06/25/12	06/25/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/25/12	07/01/12	M-----		1	\$800.00			0.00					
N 4	KNXV	06/22/12	06/22/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	----F--		1	\$1,800.00			0.00					
N 5	KNXV	06/23/12	06/23/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	-----S-		1	\$1,000.00			0.00					
N 6	KNXV	06/24/12	06/24/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	2	\$100.00	P-6	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	-----S		2	\$100.00			0.00					
														<b>Totals</b>	7 \$5,250.00